

CALIFORNIA PRISON INDUSTRY AUTHORITY

PRODUCTS MANAGEMENT SPECIALIST, PRISON INDUSTRIES

5PI06

OPEN

THE STATE OF CALIFORNIA IS AN EQUAL OPPORTUNITY EMPLOYER TO ALL, REGARDLESS OF AGE, ANCESTRY, COLOR, DISABILITY (MENTAL AND PHYSICAL) EXERCISING THE RIGHT TO FAMILY CARE AND MEDICAL LEAVE, GENDER, GENDER EXPRESSION, GENDER IDENTITY, GENETIC INFORMATION, MARITAL STATUS, MEDICAL CONDITION, MILITARY OR VETERAN STATUS, NATIONAL ORIGIN, POLITICAL AFFILIATION, RACE, RELIGIOUS CREED, SEX (INCLUDES PREGNANCY, CHILDBIRTH, BREASTFEEDING AND RELATED MEDICAL CONDITIONS), AND SEXUAL ORIENTATION.	
IT IS AN OBJECTIVE OF THE STATE OF CALIFORNIA TO ACHIEVE A DRUG-FREE WORKPLACE. ANY APPLICANT FOR EMPLOYMENT WILL BE EXPECTED TO BEHAVE IN ACCORDANCE WITH THIS OBJECTIVE BECAUSE THE USE OF ILLEGAL DRUGS IS INCONSISTENT WITH THE LAW OF THE STATE, THE RULES GOVERNING CIVIL SERVICE AND THE SPECIAL TRUST PLACED IN PUBLIC SERVANTS.	
POSITIONS EXIST AT	CALIFORNIA PRISON INDUSTRY AUTHORITY (CALPIA), CENTRAL OFFICE, FOLSOM
WHO SHOULD APPLY	Applicants who meet the minimum qualifications (entrance requirements). This is an <u>OPEN examination</u> .
HOW TO APPLY	State Applications (Form STD 678) must be filed by mail or in person, with the California Prison Industry Authority (CALPIA), Examination Unit, 560 East Natoma Street, Folsom, CA 95630-2200. DO NOT SEND APPLICATIONS TO THE CALIFORNIA HUMAN RESOURCES DEPARTMENT (CalHR)
FINAL FILING DATE	State Applications (Form STD 678) must be POSTMARKED no later than 5:00 pm on <u>April 17, 2015</u> . Faxed or e-mailed applications will not be accepted. Applications postmarked, personally delivered or received via interoffice mail after the final file date will not be accepted for any reason.
QUALIFICATIONS APPRAISAL INTERVIEW	It is anticipated interviews will be held in MAY/JUNE 2015
SALARY	\$5435-\$6804
SPECIAL TESTING ARRANGEMENTS	If you have a disability and need special testing arrangements, mark the appropriate box in Part 2 of the "Examination Application". You will be contacted to make specific arrangements.
ELIGIBLE LIST INFORMATION	A departmental open list will be established for CALPIA. The list will be abolished 12 months after it is established unless the needs of the service and conditions of the list warrant a change in this period.
POSITION DESCRIPTION	Under the direction of the Chief, Marketing Services, the incumbent coordinates the development and management of selected products for the California Prison Industry Authority (CALPIA). Incumbents independently develop and manage product lines for CALPIA; performs the most difficult, complex and sensitive marketing work; provides strategic direction and review to agency staff; performs advertising, public relations, consumer promotion, and sales planning; develop and manage projects for new product development and major sales campaigns; responsible for other major activities central to the mission of the division and CALPIA. Additional responsibilities may include lead responsibilities of subordinate staff and contract staff (e.g. consultants or vendors).
REQUIREMENTS FOR ADMITTANCE TO THE EXAMINATION	NOTE: Accepted applicants are required to bring either a photo identification card or two forms of signed identification to each phase of the examination. Applicants must meet the education and/or experience requirements for this examination by the final filing date. All applications/resumes must include "to" and "from" employment dates (month/day/year), time-base, and official employment titles. Applications/resumes received without this information will be rejected.

SPECIAL PERSONAL REQUIREMENTS	Ability to creatively market products and services; think analytically, creatively, strategically, and practically; flexibility; work within time constraints; and open-mindedness.
ADDITIONAL DESIRABLE QUALIFICATIONS	In appraising relative qualifications, the recency, breadth of relevant experience, and the candidate's ability to accept and fulfill increasing responsibilities, will be given greater consideration than the length of experience.
MINIMUM QUALIFICATIONS	<p>Experience: Four years of experience progressively responsible professional experience performing duties comparable to that of either: (a) a marketing manager, brand manager, or product manager in the marketing division of a large national or regional corporation engaged in product development or marketing of mass consumer products or services; or (b) an account executive, account supervisor, or research manager in a large regionally-or nationally-based media advertising or market research agency. Duties must be oriented to marketing or advertising products or services.</p> <p style="text-align: center;">AND</p> <p>Education: Equivalent to graduation from an accredited college or equivalent degree approved by the Council for Private Post-Secondary and Vocational Education under the provisions of California Education Code Chapter 3 Part 59, Division 10, preferably with a specialization in marketing or communications.</p> <p>(Additional qualifying experience may be substituted for the required education on a year-for-year basis.)</p> <p>Candidates who are within six months of satisfying either the education or experience requirement for this class will be admitted to the examination, but they must fully meet the requirements before being appointed to the class.</p> <p>(Possession of a Master's Degree in Business Administration from an accredited college or equivalent degree approved by the Council for Private Post Secondary and Vocational Education under the provisions of California Education Code Chapter 3, Part 59, Division 10, preferably with a specialization in marketing, may be substituted for one year of experience under the open pattern.)</p>
EXAMINATION INFORMATION	<p>This examination will consist of a qualifications appraisal interview. During their interview, competitors should be prepared to answer questions relating to areas shown under the Scope. In order to obtain a position on the eligible list, a minimum rating of 70% must be attained in the interview.</p> <p style="text-align: center;">COMPETITORS WHO DO NOT APPEAR FOR THE INTERVIEW WILL BE DISQUALIFIED. QUALIFICATIONS APPRAISAL – WEIGHTED 100%</p>
SCOPE	<p>Knowledge of: (with particular reference to products management):</p> <ol style="list-style-type: none"> 1. Principles, practices, and trends of product development, management and marketing, merchandising, and sales to effectively achieve CALPIA's goals. 2. Principles and practices of business administration and management to ensure proper implementation, handling, and compliance with CALPIA standards. 3. Budgeting and tracking techniques methods to compile and manage information. 4. Analytical methods and techniques used for problem identification, data gathering, data analysis, and decision making to understand, evaluate, manage and direct CALPIA products and services. 5. Alternative approaches to successful product marketing and merchandising to promote sales and meet budget goals. 6. Principles and practices of leadership to maintain a positive, professional and productive work environment. 7. Advertising program management to complete work assignments successfully. 8. Principles and practices of market research and analysis to assist in the completion of projects.

SCOPE (cont.)	<p>9. Dynamics of a variety of selling environments to determine and implement appropriate courses of action.</p> <p>10. Basic computer skills, including document creation, spreadsheets and CALPIA computer operating systems to ensure efficient record keeping.</p> <p>Ability to (with particular reference to Products Management):</p> <ol style="list-style-type: none"> 1. Establish and maintain constructive relationships with external contractors and internal support staff to operate effectively. 2. Develop and maintain effective sales and revenue tracking reports to provide information needed to support decision making. 3. Reason strategically, logically, and creatively to ensure timely completion of assignments. 4. Develop and evaluate differing marketing strategies, advertising messages, and communication vehicles to generate sales. 5. Analyze and interpret the results of research data to ensure integrity, quality, and validity of information. 6. Make strategic recommendations based on the data to meet CALPIA needs and program goals. 7. Prepare merchandising and annual business plans to support CALPIA programs. 8. Develop, propose, and successfully market new products to meet customer demands. 9. Effectively contribute to new business opportunities utilizing product information and strategies to support CALPIA's sales team. 10. Communicate effectively to operate efficiently and support CALPIA's priorities.
VETERANS' PREFERENCE	<p>Effective January 1, 2014, in accordance with Government Code 18793.1 and 18973.5, whenever any veteran, widow or widower of a veteran, or spouse of a 100 percent disabled veteran achieves a passing score on an open examination, he or she shall be ranked in the top rank of the resulting eligibility list. This section shall not apply to any veteran who has been dishonorably discharged or released.</p> <p>Due to changes in the law, which were effective January 1, 1996, VETERANS WHO HAVE ACHIEVED PERMANENT CIVIL SERVICE STATUS ARE NOT ELIGIBLE TO RECEIVE VETERANS' CREDITS.</p> <p>Career Credits are not granted in "OPEN" exams.</p>
QUESTIONS?	<p>If you have any questions concerning this announcement, please contact CALPIA, Examination Unit, 560 East Natoma Street, Folsom, CA 95630-2200 at (916) 358-2696.</p>

GENERAL INFORMATION

For an examination without a written feature, it is the candidate's responsibility to contact the California Prison Industry Authority at (916) 358-2696 three weeks after the final filing date if he/she has not received a progress notice. If a candidate's notice of oral interview or performance test fails to reach him/her prior to the day of the interview, due to a verified postal error, he/she will be rescheduled upon written request.

Applications are available at CalHR, local offices of the Employment Development Department, CALPIA, and at www.calpia.ca.gov.

If you meet the requirements stated on the reverse, you may take this examination, which is competitive. Possession of the entrance requirement does not assure a place on the eligible list. Your performance in the examination described on the other side of this bulletin will be compared with the performance of the others who take this test, and all candidates who pass will be ranked according to their scores.

CALPIA reserves the right to revise the examination plan to better meet the needs of the service if the circumstances under which this examination was planned change. Such revision will be in accordance with civil service law and rules and all competitors will be notified.

Examination Locations: When a written test is part of the examination, it will be given in such places in California as the number of candidates and conditions warrant. Ordinarily, oral interviews are scheduled at Folsom headquarters and correctional institutions throughout the State. However, locations of interviews may be limited or extended as conditions warrant.

Eligible Lists: Eligible lists established by competitive examination, regardless of date, must be used in the following order: 1) Subdivisional promotional, 2) departmental promotional, 3) multi-departmental, 4) service-wide promotional, 5) departmental open, 6) open. When there are two lists of the same kind, the older must be used first. Eligible lists will expire in from one to four years unless otherwise stated on this bulletin and under certain circumstances may be extended beyond that time.

General Qualifications: Candidates must possess essential personal qualifications, including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others; and a state of health consistent with the ability to perform the assigned duties of the class. A medical examination may be required. In open examinations, an investigation may be made of employment records and personal history and fingerprinting may be required. Any limitation which restricts a person from safely performing the essential functions of the position may constitute the basis for removal of the candidate's name from the eligible list.

Background Investigation: If you are successful in this examination, you may be required to complete a background investigation form disclosing information on arrests and driving violations. Candidates will be fingerprinted to search fingerprint files to disclose any criminal record. The hiring agency will use this information to determine your suitability to become a CALPIA employee. Information collected for a background investigation is distinct from that required on the Examination Application (STD 678) which is completed prior to the examination. You will be required to divulge arrest and/or conviction information on the background investigation document that is not required when completing the Examination Application.

Veterans' Preference Credits: Effective January 1, 2014, in accordance with Government Code 18793.1 and 18973.5, whenever any veteran, widow or widower of a veteran, or spouse of a 100 percent disabled veteran achieves a passing score on an open examination, he or she shall be ranked in the top rank of the resulting eligibility list. This section shall not apply to any veteran who has been dishonorably discharged or released. Veteran status is verified by the California Department of Human Resources (CalHR). Directions to apply to Veterans' Preference are on the Veterans' Preference Application (Std. Form 1093), which is available at <http://jobs.ca.gov/Job/VeteransInformation>, and the Department of Veterans Affairs.

High School Equivalence: Equivalence to completion of the 12th grade may be demonstrated in any one of the following ways: 1) passing the General Education Development (GED) Test; 2) completion of 12 semester units of college-level work, 3) certification from the State Department of Education, a local school board, or high school authorities that the candidate is considered to have education equivalent to graduation from high school; or 4) for clerical accounting classes, substitution of business college work in place of high school on a year-for-year basis.

Policy of Nondiscrimination on the Basis of Disability and Equal Employment Opportunity Statement: The California Prison Industry Authority does not discriminate on the basis of disability in employment or in the admission and access to its program or activities. The Equal Employment Opportunity Office has been designated to coordinate and carry out this agency's compliance with the nondiscrimination requirements to Title II of the Americans with Disabilities Act (ADA). Information concerning the provisions of the ADA, and the rights provided thereunder, is available from the ADA Coordinator at 560 East Natoma Street, Folsom, CA 95630-2200.

CALIFORNIA PRISON INDUSTRY AUTHORITY
560 EAST NATOMA STREET * FOLSOM, CA 95630-2200-WWW.CALPIA.CA.GOV
CALIFORNIA RELAY (TELEPHONE) SERVICE FOR THE DEAF OR HEARING-IMPAIRED:
FROM TDD PHONES: 1-800-735-2929 FROM VOICE PHONES: 1-800-735-2922